

Exh. 10/12



Dear *Bob Barrett,*

This is to confirm your appearance on the 1986 Easter Seal Telethon, Celebrity Phones on March 9 at *4pm-5pm*

The Telethon will be telecast from the King Street Ballroom of the Americana Inn.

Check in at the Reception Desk 30 minutes before the hour. There is plenty of room available for a live audience. Encourage your friends and relatives to come and watch the show or call in their pledge while you are on the phone.

If you have any questions, please do not hesitate to call me at 434-4103.

Your time on the Telethon is most appreciated. It is only with the support of dedicated and generous people like you that a project as large as Telethon can be a reality. Thank you very much.

Sincerely,

Linda Martinelli
Director of Development

LM:crh

NEW YORK STATE EASTER SEAL SOCIETY TELETHON

107*** 101 Washington Avenue, Albany, New York 12210

Exh. 10/13



new york easter seal society

107 Washington Avenue • Albany, New York 12210 • (518) 434-4103

March 26, 1986

Dear Volleyball Captains/Managers:

Thank you for making the Coca-Cola Volleyball Benefit in Glens Falls one of the most successful ever.

Forty-six (46) participating teams raised \$8,017.00.

In Albany 70 teams raised \$9,629.00.

The top fund raising teams for the combined Coca-Cola Volleyball Benefit in Albany and Glens Falls are:

Alma Mater Fitness	\$682.00	Steve Weinberger
Wolverines	\$472.00	Gary Tucker
Namic I	\$385.00	Tammy Sawtell
Reynolds	\$365.00	Debbie Reynolds
Parsons	\$362.75	Mary Lou Hammil
Renss ARC	\$308.00	Joe Glasby
Trojans	\$300.00	Mary Lee Robinson

REMEMBER: You have until April 4 to raise more \$\$ and qualify for the incentive prizes:

- \$200 - T-shirts
- \$300 - Coffee Mugs
- \$400 - Headbands
- \$500 - Shorts
- \$600 - Muscle Shirts

Captains/Managers whose team raise \$500 become members of the Managers 500 Club and win an athletic duffel bag or Easter Seal digital desk clock. Then their names are placed in a drawing to win an additional special prize - Polaroid camera or headphone radio.

Thanks again for a special weekend.

Sincerely,

Linda Martinelli
Director of Development

LM:crh

Exh. 10/14



new york easter seal society

107 Washington Avenue • Albany, New York 12210 • (518) 434-4103

May 5, 1986

Mr. Gary Gifford
Sales Coordinator
c/o WYLR-Y96FM
217 Dix Avenue
Glens Falls, NY 12801

Dear Gary:

In accordance with our recent telephone conversation, I wish to request WYLR-Y96FM's sponsorship for our annual Easter Seal Softball Marathon.

This year's event will take place July 26 and 27 at Moreau Recreational Field.

As sole sponsor, Y96 is asked to perform the following:

1. Promote the softball benefit via various public service announcements supplied by Easter Seals.
2. Announce between five and ten PSA's every day with at least one spot made between 8 - 9 a.m.; 12 - 1 p.m.; and 5 - 6 p.m. I would greatly appreciate the greatest promotion during Y96's most popular listening times.
3. Initiate the campaign on June 21st. This will provide approximately five weeks advance notice to all interested parties, allowing them ample opportunity to receive the necessary sponsor forms, organize their teams, solicit sponsors and reserve a time slot for the event.

Once these steps are completed, the remaining promotional time will continue to pique participants' interest in the event.

Moreover, a June 21st kickoff, coinciding with the first day of Summer, will serve to reinforce the historical deep-seated association between Summer and softball - further encouraging participation.

Exh. 10/15

Mr. Gary Gifford - WYLR-Y96FM - May 5, 1986 - Page 2

4. Introduce the Y96FM/Easter Seals Softball Challenge. This technique will be a vehicle for expanded recruitment vis-a-vis the rivalries endemic among competing groups, businesss and corporations. (See attached sheet.)
5. Provide Easter Seals with Y96FM camera-ready logos and other graphics for replication on sponsor forms and other printed material. This illustrates clearly WYLR's commitment to the Easter Seals Softball Benefit.
6. Easter Seals will periodically update the PSA's reflecting the number of registered teams and highlighting those specific companies chosing to participate. This provides further impetus for those who have not yet registered to do so.
7. Supply Easter Seals with an invoice of radio time donated, a copy of which will be forwarded to the Federal Communications Commission.

This campaign should conclude July 19th, after which the public service announcements can be made less frequently.

Y96FM will receive the following benefits, in return for its support and sponsorship:

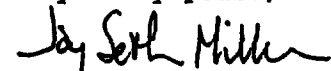
1. Ample publicity reflecting Y96's community mindedness via logos as seen on all mailings and other printed materials.
2. Increased opportunities for establishing relationships with local organizations, businesses and community groups.
3. Knowledge that sponsors, such as Y96FM, are active participants in maintaining necessary support services to all handicapped individuals within the Glens Falls region. These services provide the disabled with the encouragement necessary for them to realize that any goal is attainable, regardless of handicap.

On behalf of Easter Seals, I wish to thank you for your support and I look forward to working with both you and Bob Barrett on this benefit.

If there is any other information I can provide, please feel free to call me at 1-434-4103.

Again, my sincere appreciation.

Very truly yours,


Jay Seth Miller
Development Coordinator

JSM:crh

Enc.

Exh. 10/16

Y96 FM WYLR

*Couldn't Have Done It
Without You. Thanks
For A Job Well Done*



**1986 GLENS FALLS
EASTER SEALS SOFTBALL
MARATHON**

*Thanks for Your Enthusiasm,
Support and Participation*

July 26-27

Exh. 10/17



A Special Thanks to

Y96FM



**Volleyball Benefit
for
Easter Seals**

1986

Exh. 10/118

March of Dimes
Birth Defects Foundation
NorthEastern Chapter
Plaza 7 Executive Office Bldg.
Room 307
1202 Troy Schenectady Rd.
Latham, NY 12110
Telephone 518 783 9363

**BORN
AMERICA**
A Television Event

July 22, 1986

13
WNYT

Mr. Dave Covey
Program and Station Manager
WWSC/Y 96
217 Dix Avenue
Glens Falls, NY 12801

Dear Dave:

Please accept my apology for taking so long to write to you. With our major events behind us, I am able to catch up on my correspondence.

I can't thank you and your staff enough for your help and support with WalkAmerica. Your generosity is well appreciated.

From all of us here at the March of Dimes, we thank you for helping us to produce a successful Walk. Walkers pledged over \$8,000. To date, 85 percent of the pledges have been returned.

I hope we can call upon you again for next year's Walk. Until then I remain,

Very truly yours,

Anita

Anita L. Russo
WalkAmerica Coordinator

ALR:lja



Exh. 10/19-



Capital
District
Chapter

Shaker Park West — 421 New Karner Road, Albany, New York 12205 / (518) 452-1631

September 17, 1986

Mr. Bob Barrett
Y96FM
217 Dix Avenue
Glens Falls, New York 12801

Dear Mr. Barrett:

On behalf of the entire Multiple Sclerosis Society, I would like to express to you our sincere gratitude for the major part your station played in making the Adirondack Spokes Century Ride For MS such a success.

Over \$14,000. was raised, which is double than was ever raised on this event. Thanks to your help, almost twice as many people registered for the ride. Many people commented on how your station kept them up to date on the details of the event.

All proceeds will be used for vital Multiple Sclerosis Research, and much needed patient service programs, such as equipment loan, support groups, clinics, counseling and a new aquatics program.

The Chapter really appreciates all the public service time you gave to the event, and look forward to the 1987 Tour.

Please thank everyone at the station who worked so hard to make this event a great success! It is only through the support of the community, that we here at the Chapter can continue to provide our services to over 1500 MS patients and their families.

Thank you again, Mr. Barrett, for your personal commitment to the MS cause.

Sincerely yours,

Vito F. Grasso

Vito F. Grasso
Chairman, MS Board of Trustees

Exh. 10/20

1986

“ THANK YOU ”

FOR YOUR

COMMITMENT TO THE COMMUNITY

WWSC-AM - Y96-FM

HOLIDAY BASKET PROGRAM
VOLUNTARY ACTION CENTER CF, N.Y.

Exh 10/21

January 1987

Dear Donors and Volunteers,

Thanksgiving and Christmas 1986 have come and gone but the memories of and the results of your generosity will linger well into 1987.

For Thanksgiving, the combined number of VAC and Salvation Army baskets prepared and distributed totalled slightly over 400 -- 7% in Saratoga County, 60% in Warren County and 33% in Washington County. For Christmas, the combined total was 460 baskets. In addition, 216 children received clothing gifts bought with the Operation Santa Claus funds given to VAC.

Five years ago in 1981, VAC prepared and distributed 51 baskets at Thanksgiving and 67 baskets at Christmas. These statistics demonstrate not only increased services provided by VAC but also show the additional volunteer activity that is present within our own community.

More than 90 million Americans will be volunteering in 1987. In addition to their gifts of time, these individuals, along with countless others, will contribute an estimated \$100 billion in diverse business and personal resources to nonprofit organizations.....that is \$190,000 every minute, \$11.5 million every hour, \$275 million everyday for 365 days.

Please accept our sincere "THANK YOU" for all you have contributed to VAC and your community this holiday season. May 1987 bring all of us Peace, Love, Harmony and Contentment.

Rita Mahon Rath

Rita Mahon Rath
Executive Director

Seasons
Greetings

Exh. 10/22



Adirondack
Community
College

Glens Falls, New York 12801 • (518) 793-4491

April 29

Dear Chris,

After several days' retrospect, I still feel the same:
it was a fine example of cooperation.

Of course this institution soon moves to a new administration, but everyone seems eager to repeat and refine the project. I want these events for A.C.C. because they move my students from the "ivory tower" into real productions. Academic institutions seldom enjoy such opportunities. We have you and Marilyn to thank for this.

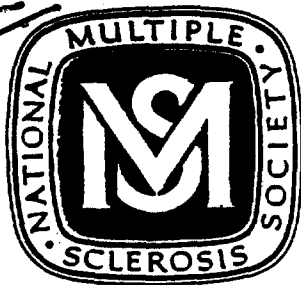
I need to do only tweaking rather than major changes to our facilities and our TV production techniques. The monitor for guests should be direct feed rather than returned from the tail end of the cable. My lighting was effective (one reason why the overall production "looked" good), but this aspect was hardly apparent on that feed.

By the way, I was particularly pleased with the adept manner in which Jacobsen and I hit the cues. We never conversed about it, but it was if we were standing side by side. I listened to him and he listened to me...yet another example of that cooperation throughout the entire production.

Thank you for your kind words to Dr. Blank.

Ron Pesha

Exh. 10/23



Capital
District
Chapter

Remember Multiple Sclerosis in your will!

Shaker Park West — 421 New Karner Road, Albany, New York 12205 / (518) 452-1631

June 4, 1987

Mr. Robert Barrett
Y-96 FM Radio
217 Dix Ave.
Glens Falls, New York 12801

Dear Bob:

Finally.....I got some time to write to you concerning the August 29th Adirondack 100 Bike Ride to benefit MS. As we discussed in our recent telephone conversation, we would like Y96 to be the "OFFICIAL VOICE" of the ride. As in the past, we require NO MONETARY DONATION from the radio station. We do however request that the station provide the following:

- * Eight to ten daily announcements to publicize the August ride beginning six weeks prior to the event.
(to start week of July 20th)
- * Provide coverage of the ride, which will include day of ride call-in reports etc.
- * Provide logo identification for print materials
- * Provide participation by the Adirondack Spokes Bike club on a talk show, in order to announce the event and describe it to the public.
(to take place in early July when registrations forms have been mailed out)
- * Provide any other broadcast support publicity that might be needed by the MS Society or the Adirondack Spokes Bike Club concerning the Adirondack 100 Bike Ride.
- * If POSSIBLE, (not mandatory), provide us with a station riding "team" or at least one announcer to ride in even shorter "30 mile ride"

Exh. 10/24

For the participation outlined previously, the station will receive:

- * EXCLUSIVE RADIO SPONSORSHIP OF THE EVENT
- * Y-96 logo identification on all print material to include
flyers, registration forms, t-shirts
rider pledge forms, posters, newspaper
ad space donated etc.
- * Community involvement with the MS Society and Adirondack
Spokes Bike Club.

This, as you can see Bob is very similar to your commitment to the bike ride last year. Our goal is \$16,000 this year and we plan to put 200 or more riders on the course.

Jim Jenks and Sue Davis are in charge of publicity for the bike club. One or both of them will be in touch with you for the details of the ride, as well as setting up an on air talk show date.

Thank you very much for your involvement in this great project.

Sincerely,



Paul J. Bartoszewicz
Special Events Coordinator
MS Society

P.S. Thanks for the logos....I received them already.

cc: G. Burleson
Jim Jenks
Sue Davis

EXH. 10/25



THE EASTER SEAL
SOCIETY

*Acknowledges the
Generous Support*

of

Y96



For Sponsoring the
1987 Softball Benefit

Exp. 10/18/86

Certificate of Appreciation

Presented to Chris Lynch - B.O.D.



in recognition of service support

to

ADIRONDACK CHAPTER

VIETNAM VETERANS OF AMERICA

Wm. A. Branton

July 26, 1987

Exh. 10/27

THE EASTER SEAL
SOCIETY
SERVING THE HANDICAPPED

THE EASTER SEAL
SOCIETY

Acknowledges the
Generous Support

of

Y96-FM



For Sponsoring the

1987

VOLLEYBALL BENEFIT



United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 100th CONGRESS, FIRST SESSION

Vol. 133

WASHINGTON, FRIDAY, AUGUST 7, 1987

No. 133

House of Representatives

TRIBUTE TO NEW YORK'S
WWSC

HON. GERALD B.H. SOLOMON

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Friday, August 7, 1987

Mr. SOLOMON. Mr. Speaker, civic pride and spirit is a way of life in the 24th District of New York, which I have the privilege of representing, and one of the best examples of that spirit and pride is radio station WWSC.

WWSC has qualified for recognition in the President's Citation Program for private-sector initiatives. None of us who live in the 24th district are surprised at all. WWSC has a long tradition of charitable and civic involvement, not the least of which is its giant garage sale, the proceeds of which provide food for less fortunate families at Thanksgiving and Christmas, as well as scholarships for aspiring journalism students.

One of the themes of the Reagan Presidency has been volunteerism—that willingness of Americans to help their neighbors without expecting anything in return. At WWSC, volunteerism is an art form, and the entire area is better off for it.

I'm sure everyone in this body joins me in saluting Christopher P. Lynch, president and general manager; and Dave Covey, station manager; and the entire staff and management of this fine radio station.

Exh. 10/29.

19



Capital
District
Chapter

Remember Multiple Sclerosis in your will!

Shaker Park West — 421 New Karner Road, Albany, New York 12205 / (518) 452-1631

September 3, 1987

Mr. Robert Barrett
Y-96 FM Radio
217 Dix Ave.
Glens Falls, New York 12801

Dear Bob:

On the dreary day of August 29, 1987, the Adirondack Spokes Bike Club actually held their Adirondack 100. When I woke up at 4:45 am, didn't to hear anything more than the hard splattering of RAIN on the roof to say to my self */&!!!/@#!. (You know the things you can't say on radio) Everyone had worked so hard...all the GREAT Y96 radio announcements...the committee...over 215 riders registered...great local newspaper coverage...the support of local businesses...every base had been covered by a joint effort by all EXCEPT the one thing humans have no control over...THE WEATHER !!

HOWEVER, and I mean HOWEVER.....THE 135 RIDERS that did show up to ride...to donate to MS....brought with them over \$14,000 !!!

That was the tribute to all mentioned above. To date, Bob, we have raised \$15,845, with more coming in daily.

The participation of Y96 radio as the OFFICIAL VOICE to our charity was hard to describe. What I mean is, it is hard to list all the News items, the PSA's, the involvement of your on air personalities, the countless number of HOURS (not minutes) of air time that your station and staff devoted to this event for Multiple Sclerosis had a direct bearing on our dollar figure and turn-out to ride.

Please thank your staff for me and the over 2,000 MS patients that we serve in the Capital District Chapter. I would hope that you put this letter in your PUBLIC FILE FOR INSPECTION. If anyone from the community or the FCC ever want to know how Y96 serves charities with public service time, feel free to have them contact our office.

Exh. 10/30

Robert Juhren

R.D. #1, Box 307
Queensbury, NY 12804

Mr. Chris Lynch, President
WWSC Radio
Dix Ave.
Glens Falls, N.Y. 12801

Dear Chris:

I couldn't let November end without telling you how superb your Election Night coverage was.

The continuous, smooth and informed reporting by your staff would, in my opinion, rival any network station, given of course comparative demographi of personnel and facilities.

My congratulations on a totally professional election coverage job, indeed a fine example of broadcasting in the public interest, convenience and necessity.

Cordially,

BJ

Eph. 10/31

Welcoming Statement

THE VOLUNTARY ACTION CENTER

Olympia Arenas, Inc.
Glens Falls Hospital
and
WWSC - Y96 FM Radio

Welcomes you
to the

1st Annual

VOL-A-BRATION

Genesis of Event

The concept of a massive volunteer celebration had been germinating at the Voluntary Action Center for the past three years. Each year after the National Volunteer Week had passed, we would envision this event. The time has arrived - the time is NOW to honor every volunteer of our community.

Our Sincere "Thank You" to Our
CORPORATE VOLUNTEER SPONSORS

OLYMPIA ARENAS, INC.

for the use of the

Civic Center Facility

Mr. Jack H. Keli

Glens Falls Hospital

for the use of their Kitchen and the Donation of the Flour

Mr. William Phillion

Mr. Sam Guyett, Executive Chef

Mr. Steve Brennan, Sous Chef

WWSC

For the Promotion and Coverage of the Event

Christopher Lynch
Dave Covey



PROGRAM

OPENING CEREMONY

Armed Forces Color Guard; Boy & Girl Scouts

INTRODUCTIONS

Rita Mahon Rath, Executive Director, Voluntary Action Center

MASTER OF CEREMONIES

Bill Miller, WWSC Speak-Up Host & Late Afternoon Personality

MUSIC

Bobby Dick and the Sundowners & Galloway Gaelic Bagpipe Band

SPEAKERS

CAKE CEREMONY

Sandra L. Lucardie - VOL-A-RAP

AWARDS PRESENTATION

Bartlett Award
Youth Volunteer Award
Community Merit Award

CLOSING CEREMONY

Color Guard and Singing of "God Bless America"

EXH. 10133

19



Dear Chris,
The 1987 Christmas Basket & Toy Program was a huge success thanks to WWSC-WYLD. 251 families received food and toy boxes. 475 underprivileged children received 5 to 6 new toys. We serviced 33 localities in Warren, Washington and upper Saratoga Counties. Over 1200 people were helped in 1987.

Exh. 10/34

"Once A Marine



Always A Marine"

INCORPORATED BY ACT OF CONGRESS

MARINE CORPS LEAGUE

MEMORIAL DETACHMENT NO. 2

P. O. Box 322

Glens Falls, N. Y. 12801-0322

January 28, 1988

Mr. Christopher Lynch, President
Radio Station WWSG-WYL
217 Dix Avenue
Glens Falls, New York 12801

Dear Chris:

On behalf of the officers and members of Memorial Detachment No. 2, Marine Corps League, I wish to take this opportunity to thank you for your donation of \$1,000.00 to our Christmas Basket and Toy Program.

You may be pleased to know that 251 families received food and toy boxes. About 475 underprivileged children, 12 and under, received five to six new toys each. Again, 1987 saw more requests from senior citizens - 75 received food boxes.

We serviced 33 localities in Warren, Washington and upper Saratoga Counties. Over 1200 people were helped.

Again, thank you for your help - the few - the proud - The Marines.

Semper Fidelis,

Walt Hammer Jr.

Walter Hammer Jr.
Commandant

*C.P.L.-
Inducted as Honorary Marine
Approx 1988*

EXH-10/35



TV 17 - FM 89.1 - RISE

WMHT, BOX 17, SCHENECTADY, NEW YORK 12301-0017 PHONE (518) 356-1700

February 5, 1988

Mr. Chris Lynch
President & General Manager
Normandy Broadcasting Corporation
217 Dix Avenue
Glens Falls, New York 12801

Dear Chris:

Thank you for giving me time out of your busy schedule last Wednesday to discuss the cable situation in Glens Falls.

I appreciate the information you gave me on the economy and growth of your area, and Nancy Norman will be calling on that dioxin plant.

Your problems regarding renewal of underwriting should be resolved soon.

Sincerely,

William E. Haley Jr.
President & General Manager

WEHjr/bm
cc: Nancy Norman
Jean Grimmer

Evh. 10/36

The Health Center

at NORTHCARE



February 17, 1988

Mr. Christopher P. Lynch, President and General Manager
NORMANDY BROADCASTING CORPORATION
217 Dix Avenue
Glens Falls, New York 12801

Dear Chris,

On behalf of Mary Ann Starbuck and myself I would like to extend our thanks for your letter of support regarding the Heart Disease/Hypertension Grant we proposed to the State. Your prompt response, to a request on very short notice, was greatly appreciated. The many welcome letters of support could very well make the difference in The Health Center at NORTHCARE receiving this extremely competitive grant. As soon as the State has made their decision we will notify you.

Again, many thanks for your cooperation and support.

Sincerely,

Robert Ousteky
Director of Support Services

RO:cbw